



Lithography

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About the middle of last century there was a new development and a rapid perfecting of the technique of modern reproduction which unfortunately helped to bring about the circumstance that the older original graphic processes hardly play a part at all in the domain of advertising art today. For some time past, however, the art of the wood-cut would appear to be experiencing a revival, while on the other hand, lithography is still but rarely made use of; as for etching it has become almost exclusively the medium of more ambitious work. To the correspondingly limited circle of advertising artists who in these days may be said to be still past masters in these branches of art, belongs the industrial graphic artist, James E. Allen of Larch-

JAMES E. ALLEN